

We claim:

1. A pressure sensitive adhesive for single-sided or double-sided adhesive sheet strips
5 which is redetachable from a substrate without residue or destruction by stretching in the plane of the bond, comprising a mixture of at least one block copolymer, at least one tackifier, and at least one water-soluble polymer.
2. The adhesive as claimed in claim 1, wherein said water-soluble polymer is present in
10 an amount of from 0.5 to 20% by weight, based on the weight of adhesive.
3. The adhesive as claimed in claim 2, wherein said amount of water-soluble polymer is
15 from 2 to 8% by weight, based on the weight of adhesive.
4. The adhesive as claimed in claim 1, wherein said water-soluble polymer is selected
from the group consisting of sodium salts of polyacrylic acids, starch-modified
polyacrylic acids, polyacrylamides, polysulfonic acids, polyvinylpyrrolidone, polyvinyl
alcohol and carboxymethylcellulose.
5. The adhesive as claimed in claim 1, 2, 3 or 4, wherein said mixture further comprises
20 at least one additive selected from the group consisting of antioxidants, light
stabilizers and plasticizers.
6. The adhesive as claimed in claim 1, 2, 3 or 4, wherein said mixture further comprises
25 at least one filler selected from the group consisting of silica, glass (ground or in the
form of beads), alumina, zinc oxide, calcium carbonate, titanium dioxide and carbon
black.
7. A single-sided or double-sided adhesive sheet strip comprising the pressure sensitive
30 adhesive of claim 1, 2, 3 or 4.